

ORDER



WKYC

Orders	Order / Rev:	711388
	Alt Order #:	06304238
	Product Desc:	DSCC-IE
	Estimate:	1703
	Flight Dates:	09/05/12 - 09/09/12
	Original Date / Rev:	09/04/12 / 09/04/12
	Order Type:	Political

Primary AE:
Sales Office:
Sales Region

Agency	Name:	<u>Great American Media/ POL</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<u>1010 Wisconsin Ave. NW, Ste. 800</u>
		<u>Washington, DC 20007</u>

Billing Type:
Billing Calendar:
Billing Cycle:
Agency Commission:

Advertiser	Name:	Democratic Senate Campaign Comm
	Demographic:	A35+
	Product Codes:	IS-Issue/Non
	Priority:	P-5
	Revenue Codes:	AGY, GEN, POL

New Business Thru:
Order Separation:
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/09/12	25	\$46,650.00	\$39,652.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	25	\$46,650.00	\$39,652.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer	North America	North America	Start Of Order - End Of Order	100%

Joe Knauer Start Of Order - End Of Order 100%

Order Share

Category	Percentage	Amount
WKYC	27%	\$46,650.00
Market	100%	\$172,777.78

Competitive Share

CABLE	0%	\$0.00
WBNX	1%	\$1,727.78
WEWS	23%	\$39,738.89
WJW	30%	\$51,833.33
WOIO	18%	\$31,100.00
WUAB	1%	\$1,727.78

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 Alt Order #: 06304238
 Flight Dates: 09/05/12 - 09/09/12

Advertiser: Democratic Senate Campaign Comm.
 Product Desc: DSCC-IE
 Estimate: 1703

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	09/05/12	09/07/12	M-F 3-4p The Doctors	CM	3p-4p	--WTF--	:30	2	\$650.00	P-5	0.00	NM	2	\$1,300.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WTF--		2				\$650.00		0.00			
E 4	WKYC	09/05/12	09/07/12	Early Today Early Today	CM	4a-430a	--WTF--	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
CH3 EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WTF--		1				\$100.00		0.00			
E 5	WKYC	09/05/12	09/07/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WTF--	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WTF--		2				\$800.00		0.00			
E 6	WKYC	09/05/12	09/07/12	M-F 5-6p Dr. Phil	CM	5p-6p	--WTF--	:30	2	\$1,400.00	P-5	0.00	NM	2	\$2,800.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WTF--		2				\$1,400.00		0.00			
E 7	WKYC	09/05/12	09/07/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--WTF--	:30	2	\$3,000.00	P-5	0.00	NM	2	\$6,000.00
CH3 NEWS @ 7P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WTF--		2				\$3,000.00		0.00			
E 8	WKYC	09/05/12	09/07/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	4	\$2,500.00	P-5	0.00	NM	4	\$10,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WTF--		4				\$2,500.00		0.00			
E 9	WKYC	09/05/12	09/08/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	--WTFS-	:30	2	\$3,500.00	P-5	0.00	NM	2	\$7,000.00
CH3 NEWS @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WTFS-		2				\$3,500.00		0.00			
E 10	WKYC	09/08/12	09/09/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	-----SS	:30	2	\$3,000.00	P-5	0.00	NM	2	\$6,000.00
CH3 NEWS S/S @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----SS		2				\$3,000.00		0.00			
E 11	WKYC	09/08/12	09/08/12	Sat 1030a-11a Sat 1030-11a	CM	Sat 1030-11a	-----S-	:30	1	\$650.00	P-5	0.00	NM	1	\$650.00
BROWNS INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1				\$650.00		0.00			
E 12	WKYC	09/08/12	09/08/12	Sat 7-730P SA 7-730P	CM	7-730p	-----S-	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
CRIME STOPPERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1				\$800.00		0.00			
E 13	WKYC	09/09/12	09/09/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
CH3 NEWS @ 11:35P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1				\$3,500.00		0.00			
E 14	WKYC	09/05/12	09/09/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS (6:00 PM-6:30 PM)	-----WTFSS	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
CH3 NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----WTFSS		1				\$3,000.00		0.00			

Totals

25 \$46,650.00